

OCT 13 2006

Page 1 of 2

Docket No.: DELUXE.001A

Please Direct All Correspondence to Customer Number 20995

AMENDMENT / RESPONSE TRANSMITTAL

Applicant : Weber, et al.
 Appl. No. : 09/550,354
 Filed : April 14, 2000
 For : INTELLIGENT
 PERSONALIZATION SYSTEM
 AND METHOD
 Examiner : Yogesh C. Garg
 Group Art Unit : 3625

CERTIFICATE OF FAX TRANSMISSION
PTO CENTRALIZED FAX

I hereby certify that this correspondence and all
 marked attachments, are being transmitted via
 facsimile to the USPTO centralized Fax No.
 (571) 273-8300 on the date shown below:

October 13, 2006

(Date)

Total number of pages including this sheet: 22


 Gregory C. Hermanson, Reg. No. 53,018

Mail Stop Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

(X) Amendment and Response to Office Action in twenty (20) pages.

The fee has been calculated as shown below:

| FEE CALCULATION | | | | |
|--------------------|-------------|--------------|-------------|-------|
| FEE TYPE | | FEE CODE | CALCULATION | TOTAL |
| Excess Claims | 50 - 55 = 0 | 1202 (\$50) | 0 x 50 = | \$0 |
| Excess Independent | 7 - 7 = 0 | 1201 (\$200) | 0 x 200 = | \$0 |
| 2 Month Extension | 1.17(a)(2) | 1252 (\$450) | | \$450 |
| TOTAL FEE DUE | | | | \$450 |

(X) An extension of time is hereby requested by payment of the appropriate fee indicated above.

(X) Charge \$450.00 to Deposit Account No. 11-1410.

10/16/2006 TL0111 00000063 111410 09550354

01 FC:1252 450.00 DA

BEST AVAILABLE COPY

Docket No.: DELUXE.001A

October 13, 2006

App. No.: 09/550,354

Page 2 of 2

Please Direct All Correspondence to Customer Number 20995

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.



Gregory A. Hermanson

Registration No. 53,018

Attorney of Record

Customer No. 20,995

(619) 235-8550

3014106/cfn/101206

RECEIVED
CENTRAL FAX CENTER

OCT 13 2006

PATENT

DELUXE.001A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

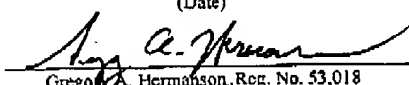
Applicant : Weber, et al.
Appl. No. : 09/550,354
Filed : April 14, 2000
For : INTELLIGENT
PERSONALIZATION SYSTEM
AND METHOD
Examiner : Yogesh C. Garg
Group Art Unit : 3625

CERTIFICATE OF FAX TRANSMISSION
PTO CENTRALIZED FAX

I hereby certify that this correspondence and all
marked attachments, are being transmitted via
facsimile to the USPTO centralized Fax No.
(571) 273-8300 on the date shown below:

October 13, 2006

(Date)


Gregory A. Hermanson, Reg. No. 53,018

AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on May 16, 2006 (the "Office Action"), Applicant submits the following amendments to the claims and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.